

Message Text

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PAGE 01 STATE 012477

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ORIGIN EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 /020 R

DRAFTED BY COM/OIM:SBEVANS;COM/ISS:FSHEAFFER;EB/OCA/CD:RDA

APPROVED BY EB/OCA/CD:WERAU

COM/OIM:CGENDREAU (DRAFT)

COM/OIM:PFIELD (DRAFT)

EB/OCA/CM:SHARRIS (DRAFT)

EUR/WE:EBEIGEL (SUBS)

EUR/RPE:RBRESLER (DRAFT)

EB/IFD/OIA:WWITTING

COM/OIM:HHEIKENEN (PHONE)

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R 170719Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY PARIS

UNCLAS STATE 012477

E.O. 11652: N/A

TAGS: BEXP, AFSP, FR

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR FY 77

REF: (A) PARIS 33948; (B) STATE A-7369; (C) STATE A-7029,
SEPTEMBER 10, 1974

1. THE TERM QUOTE CUSTOMARY ACTIVITY UNQUOTE AS DEFINED
IN REF B IS A SYSTEM OF CLASSIFICATION FOR ALL TYPES OF
INPUTS, WHETHER OR NOT INVESTED IN CAMPAIGNS. NUMBERED
LINE ITEMS UNDER THE HEADING QUOTE CUSTOMARY ACTIVITIES
UNQUOTE IN TABLE II A MAY BE COMPONENTS OF CAMPAIGN ACTI-
VITIES AND REFLECTED ACCORDINGLY IN COLUMNS FOR QUOTE
CAMPAIGNS UNQUOTE, OR THEY MAY BE NON-CAMPAIGN FUNCTIONS
AND SHOWN ACCORDINGLY UNDER THE ADJOINING COLUMNS DESIG-
NATED QUOTE NON-CAMPAIGN UNQUOTE. COMPARISON OF TABLES I
AND II(A) IN THE MYRMIDON SAMPLE WILL SHOW THAT TABLE I
ALLOCATIONS TO CAMPAIGNS TOTAL 2,335 MAN-DAYS (SHOULD
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PAGE 02 STATE 012477

READ 2,315), WHICH IS EQUAL ONLY TO THE TOTAL OF THE

ALLOCATIONS UNDER THE QUOTE CAMPAIGNS UNQUOTE COLUMNS IN TABLE II(A). TOTAL AVAILABLE E/C MAN-DAYS, PER TABLE II(A) EQUAL 8580, LEAVING A DIFFERENCE OF 6,265 MAN-DAYS WHICH ARE ALLOCATED UNDER THE QUOTE NON-CAMPAIGN UNQUOTE HEADINGS.

2. POST'S QUERY IN PARAGRAPH 2B OF REFTEL A CONCERNING TREATMENT OF REVERSE INVESTMENT CAN BE ANSWERED IN TERMS OF THE CIEP GUIDELINES FORWARDED TO EMBASSY UNDER COVER OF REF C. FOLLOWING THE ELIMINATION OF THE COMMERCE IDA POSITIONS IN EUROPE, POSTS ARE NOT RPT NOT TO ORIGINATE INVEST IN USA CONFERENCES. HOWEVER, THIS DOES NOT MEAN ELIMINATION OF EVENTS SUCH AS THE UPCOMING LYON CONFERENCE WHOSE LOCAL SPONSORS HAVE BEEN REQUESTING SUCH A CONFERENCE FOR QUITE SOME TIME, NOR DOES IT MEAN ELIMINATION OF ASSISTANCE TO STATE AND LOCAL DEVELOPMENT AGENCIES IN SUPPORT SPONSOR-ORIGINATED INVEST IN USA CONFERENCES SUCH AS THAT HELD IN PARIS IN MAY 1975.

3. IN LIGHT OF CIEP GUIDELINES 2 AND 5, REFLECTED IN FINAL PARAGRAPH OF REF C, WE BELIEVE CCP ACTIVITY IN THE REVERSE INVESTMENT AREA SHOULD BE OF A FACILITATIVE RATHER THAN A PROMOTIONAL NATURE. AS INDICATED IN GUIDELINE 2, QUOTE IT SHOULD NOT RPT NOT BE JUSTIFIED AS A BALANCE OF PAYMENTS PROGRAM OR IN TERMS OF IMPROVING THE TRADE BALANCE THROUGH IMPORT SUBSTITUTION UNQUOTE. THIS WOULD RULE OUT A CAMPAIGN APPROACH TO REVERSE INVESTMENT, BUT WOULD LEAVE ROOM IN THE CCP FOR NON-CAMPAIGN ACTIVITY IN SUPPORT OF THE INVEST IN USA PROGRAM. EMBASSY RESOURCES WHICH MIGHT OTHERWISE BE DEVOTED TO EMBASSY'S OWN INVEST-IN-USA INITIATIVES SHOULD, IN OUR OPINION, BE CONSIDERED FOR ALLOCATION TO OTHER CAMPAIGNS. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE012477
Document Source: CORE
Document Unique ID: 00
Drafter: SBEVANS;COM/ISS:FSHEAFFER;EB/OCA/CD:RDA
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760019-0284
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760146/aaaabovi.tel
Line Count: 92
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 PARIS 33948, 76 STATE A-7369, 76 STATE A-7029
Review Action: RELEASED, APPROVED
Review Authority: mendozsm
Review Comment: n/a
Review Content Flags:
Review Date: 18 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 JUN 2004 by schwenja>; APPROVED <08 SEP 2004 by mendozsm>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM FOR FY 77
TAGS: BEXP, AFSP, FR
To: PARIS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006